

1 Claims

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- Sub A-1
1. A message pushing system (1) for sending messages to recipients, the system comprising a database (2) of details of individual potential recipients, telecommunications links (5) for communicating with message sending (3) and message receiving (4) devices, the message pushing system being adapted to receive a message from a message sending means, the message comprising details of the intended recipient of the message, wherein the message pushing system compares the details of the intended recipient of the message with the database (2) of potential recipient's details thereby establishing one or more members who may be the intended recipient, the message pushing system (1) being adapted to transmit said message to the message receiving means of the one or more members who may be the intended recipient.
 2. The message pushing system of Claim 1 wherein the details of individual potential recipients include details of the individual's physical appearance.
 3. The message pushing system of Claim 2 wherein the details are selected from a list comprising their sex, their hair length and colour, their eye colour, their age, their skin colour, their height, and their clothing.
 4. The message pushing system of Claim 2 wherein the database includes one or more of the e-mail address,

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- 1 mobile telephone number, name, address or other
2 contact details of individual potential recipients.
3
- 4 5. The message pushing system of Claim 2 wherein the
5 database also includes information about the
6 location of the recipient.
7
- 8 6. The message pushing system of Claim 5 wherein the
9 information about the location of the recipient
10 includes the current location of the recipient.
11
- 12 7. The message pushing system of claim 5 wherein the
13 information about the location of the recipient
14 includes frequently visited locations.
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- 16 8. The message pushing system of claim 5 wherein the
17 information about the location of the recipient
18 includes previous locations.
19
- 20 9. The message pushing system of Claim 1 adapted to
21 allow potential recipients to update their details.
22
- 23 10. The message pushing system of Claim 9 adapted to
24 enable potential recipients to update their details
25 automatically.
26
- 27 11. The message pushing system of Claim 9 adapted to
28 enable potential recipients to update their details
29 using their message sending means.
30
- 31 12. The message pushing system of Claim 1 adapted to
32 allow messages to be delivered to recipients without

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2 26. The method of Claim 25 wherein the details are
3 selected from a list comprising their sex, their
4 hair length and colour, their eye colour, their age,
5 their skin colour, their height, and their clothing.
6
7 ^{27.}~~26.~~ The method of Claim 23 wherein the database will
8 also includes the e-mail address, mobile telephone
9 number, name, address or other contact details of
10 individual potential recipients.
11
12 ^{28.}~~27.~~ The method of Claim 23 wherein the database also
13 includes information about the location of the
14 recipient.
15 ^{29.}~~28.~~ The method of Claim ²⁸~~27~~ wherein the information about
16 the location of the recipient includes the current
17 location of the recipient.
18
19 ^{30.}~~29.~~ The method of claim ²⁹~~28~~ wherein the information about
20 the location of the recipient includes frequently
21 visited locations.
22
23 ^{31.}~~30.~~ The method of claim ²⁸~~27~~ wherein the information about
24 the location of the recipient includes previous
25 locations.
26
27 ^{32.}~~31.~~ The method of claim 23 wherein the database also
28 includes information about how close a match between
29 details is required for that message to be sent to
30 that potential recipient.
31
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- 1 ^{33.}
~~32.~~ The method of Claim 23 adapted to allow potential
2 recipients to update their details.
- 3 ³³
4 ^{34.}
~~33.~~ The method of Claim ~~32~~ adapted to enable potential
5 recipients to update their details automatically.
- 6 ³⁷
7 ^{35.}
~~34.~~ The method of Claim ~~32~~ adapted to enable potential
8 recipients to update their details using their
9 message sending means.
- 10
11 ^{36.}
~~35.~~ The method of Claim 23 wherein messages are
12 delivered to recipients without the sender of the
13 message knowing who the recipient is.
- 14
15 ^{37.}
~~36.~~ The method of Claim 23 wherein the comparison
16 between the details of the potential recipient and
17 member's details on the database does not need to be
18 exact.
- 19 ^{38.}
20 ~~37.~~ The method of Claim ~~36~~ wherein the database also
21 includes information about how close a match between
22 details is required for that message to be sent to
23 that potential recipient.
- 24
25 ^{39.}
~~38.~~ The method of Claim 23 wherein one device can
26 function as both a message sending means and a
27 message receiving means.
- 28 ^{40.}
29 ~~39.~~ The method of Claim ~~38~~ wherein the message sending
30 means and message receiving means are mobile
31 telephones using WAP or I-MODE.
32

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- 1 ^{41.}
~~40.~~ The method of Claim 23 wherein the
2 telecommunications links may comprise the internet.
3 ^{42.}
4 ~~41.~~ The method of Claim 23 wherein the message comprises
5 one of an e-mail, a text message, a visual message
6 or a multi-media message.
7 ^{43.}
8 ~~42.~~ The method of Claim 23 wherein the database is a
9 relational database.
10 ^{44.}
11 ~~43.~~ The method of Claim 23 wherein the message is
12 transmitted to the recipient or recipients only on
13 request from the recipient or recipients.
14 ^{45.}
15 ~~44.~~ The method of Claim ⁴⁴~~43~~ wherein a web site is used to
16 display the message.
17

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